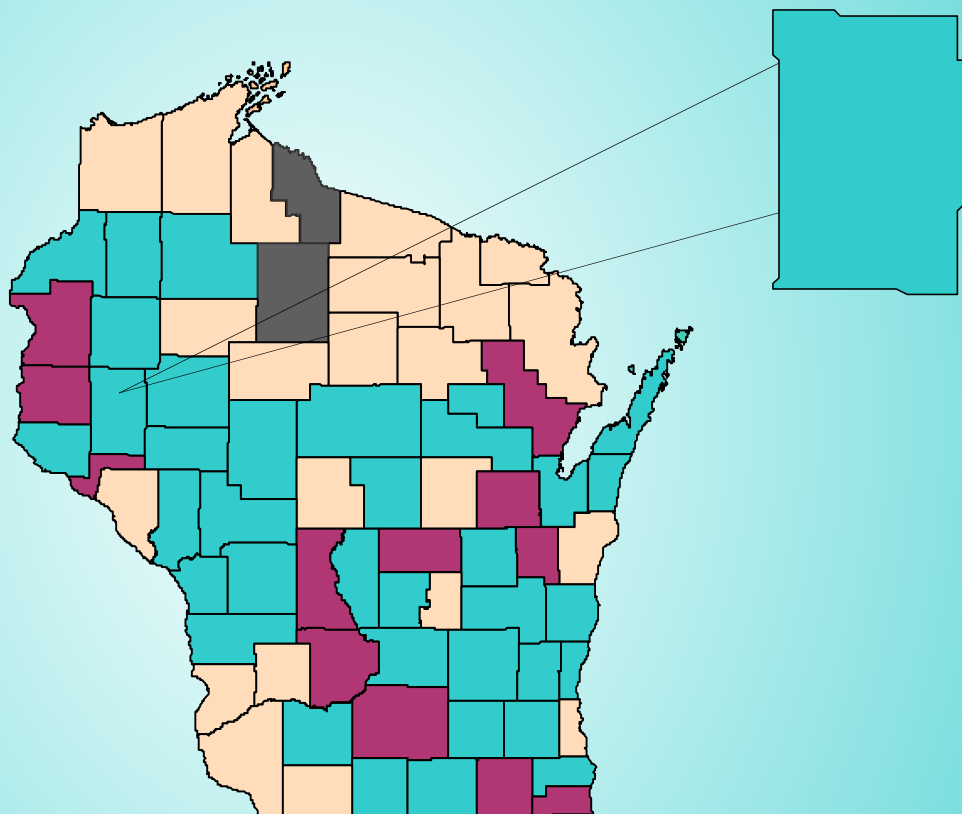


Dunn County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

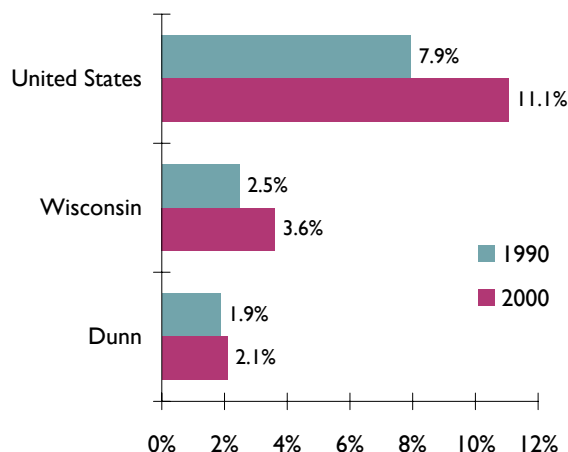
The increase in population in Dunn County from April 2000 through December 31, 2001 of 2.4 percent was the 16th highest in the state. Nearly two-thirds of the 970 additional residents resulted from people moving into the county.

The migration rate of 1.58 not only exceeded the state rate of .94 but also exceeded the rate for other non-metropolitan counties in the state. Since April 2000, 631 new residents moved to the county. The largest increase in population was in the county's largest municipality, the City of Menomonie, with the addition of 243 new residents. The next largest increase was in the Town of Tainter with 100 new residents.

In addition to the growth from migration, the population increased 339 from natural causes that included 807 births to county residents. One reason why the increase in population from natural causes is higher than other counties is that the median age in Dunn County in 2000 was 30.6 years. Even with a higher birth rate than other Wisconsin counties Dunn County still falls short of national trends. That could be attributed to less ethnic diversity in the county and fewer foreign-born residents than in other areas of Wisconsin and the United States.

In the United States, and to some degree in Wisconsin, an increase in births is linked to the non-white populations. Even though the number of births to whites is still the largest share of all births,

Share of Foreign-born Residents

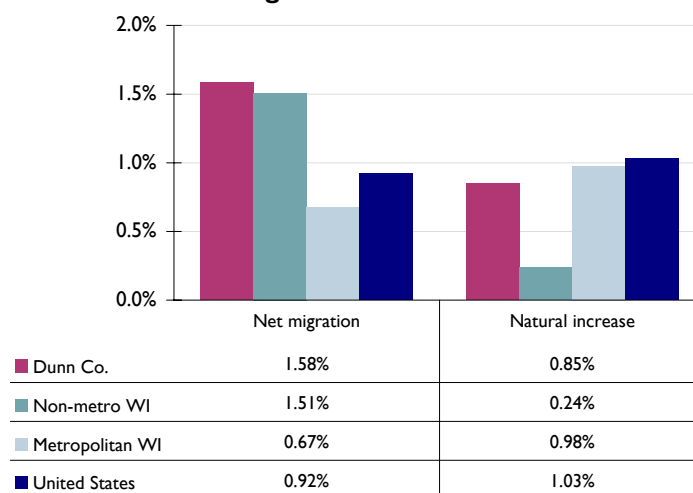


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Dunn County	39,858	40,828	2.4%
Largest Municipalities			
Menomonie, City	14,937	15,180	1.6%
Menomonie, Town	3,174	3,252	2.5%
Tainter, Town	2,116	2,216	4.7%
Red Cedar, Town	1,673	1,756	5.0%
Dunn, Town	1,492	1,527	2.3%
Spring Brook, Town	1,320	1,372	3.9%
Elk Mound, Town	1,121	1,215	8.4%
Colfax, Village	1,136	1,155	1.7%
Boyceville, Village	1,043	1,058	1.4%
Colfax, Town	909	935	2.9%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

that is declining as births to other ethnic groups is increasing.

Most of the foreign-born residents in the county were born in Asian countries, followed by those of European descent. Out of a total foreign-born population in 2000 of 835, 350 moved to the county in the last decade.

Also in the last decade there were over 4,396 births in the county. That's fewer than the number of residents 0-9 years old in 2000 which means that

(Continued on page 2)

Dunn County Workforce Profile

Population Projections by Age Groups in Dunn County

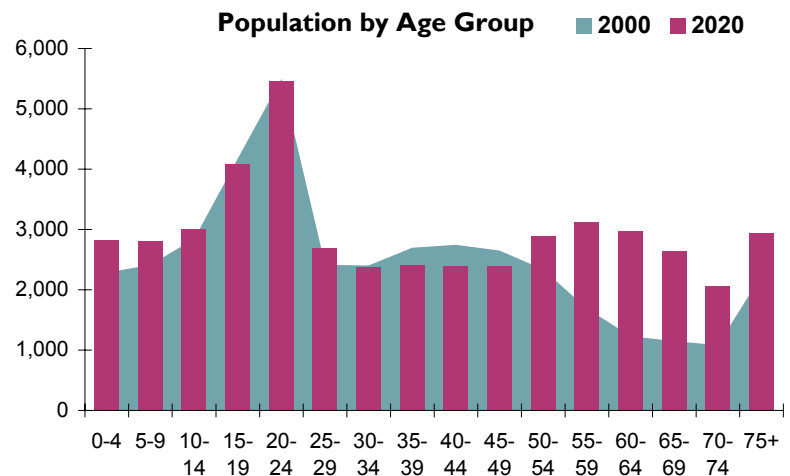
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	1,173	1,177	1,412	2,097	2,944	1,318	1,234	1,383	1,399	1,342	1,198	873	599	554	517	874
Female	1,112	1,238	1,432	2,078	2,552	1,096	1,169	1,315	1,347	1,308	1,140	816	631	594	566	1,370
2005																
Male	1,246	1,249	1,352	2,098	3,142	1,396	1,125	1,284	1,459	1,456	1,388	1,213	852	556	492	952
Female	1,195	1,185	1,429	2,145	2,808	1,155	936	1,231	1,370	1,403	1,353	1,162	810	620	548	1,436
2010																
Male	1,302	1,304	1,387	2,011	3,171	1,471	1,184	1,168	1,356	1,521	1,508	1,404	1,183	790	496	989
Female	1,249	1,252	1,323	2,116	2,905	1,245	976	982	1,278	1,423	1,444	1,370	1,148	792	568	1,455
2015																
Male	1,364	1,361	1,449	1,995	2,964	1,480	1,245	1,228	1,234	1,416	1,577	1,527	1,370	1,100	709	1,019
Female	1,309	1,309	1,401	1,899	2,816	1,296	1,056	1,027	1,025	1,336	1,470	1,466	1,359	1,129	730	1,499
2020																
Male	1,439	1,430	1,524	2,081	2,928	1,404	1,263	1,295	1,307	1,301	1,486	1,614	1,505	1,287	1,001	1,233
Female	1,379	1,378	1,477	2,008	2,540	1,286	1,113	1,115	1,084	1,085	1,401	1,511	1,471	1,353	1,054	1,708

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

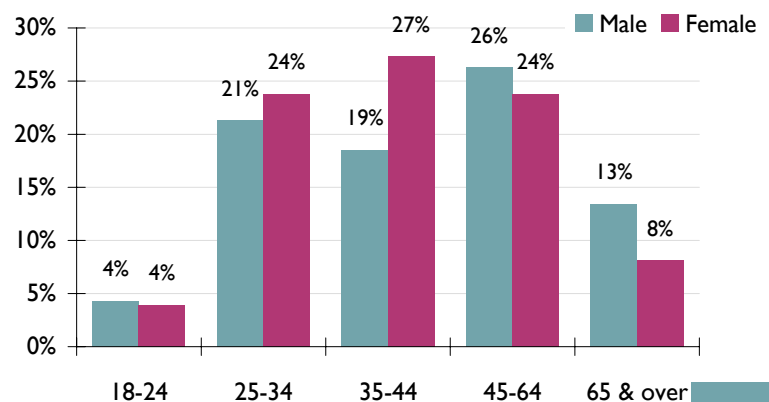
families with younger children were a big part of county gains from migration. The influence of migration is also key in the population projections from the Wisconsin Demographic Services section. From 2000 to 2020 the total population is projected to increase by 7,203 residents. Some of that increase is projected in the younger age groups, but most will occur in the older age groups. The graph on the right illustrates just how much of the population will be over 50 years old in 2020 compared to 2000.

The background also shows the increase in population from the baby-boom, now in their late-30s and mid-50s but that is not the most striking area of the graph. The spike in population of 15-24 year olds occurs in both time-frames but the number of residents doesn't move forward (someone 15-24 in 2000 should be 35-44 years old in 2020). The reason, of course, is the University of Wisconsin population in Menomonie. Once they graduate they leave the county.

The bottom graph in some ways also tracks the college-educated population. In many counties, and in the state, the share of an age group with a bachelor's degree drops in the middle age groups as college-educated residents leave the area. In Dunn County it only declines for males. The share of middle-aged females is high compared with 24 percent in the state.



Percent of age group with at least a Bachelor's degree in Dunn County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

Once every ten years the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates peak in the middle age groups, then decline significantly at age 62. This reflects the changing needs and desire of people to work. Younger residents are in school, middle-aged residents have financial commitments, and older residents are anticipating retirement.

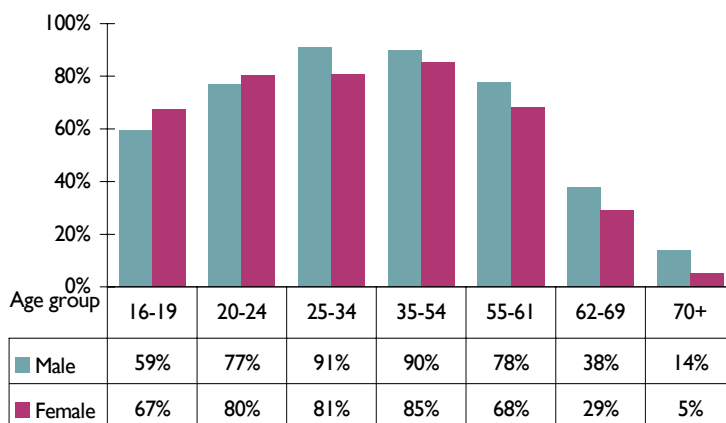
In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Dunn County is lower than it was in the late 1990s when there were more jobs. In 2002 LFPR was 71 percent, less than in the state rate but higher than the 66.6 LFPR in the United States.

One reason for a lower participation rate is the large number of residents in the 20-24 year old group who are in school and not actively seeking work. In Dunn County participation among this group is less than in Wisconsin while the share of population is much higher (14% vs. 7%). In Wisconsin, male and female LFPR among 20-24 year olds are 82 and 81 percent, respectively; and among 16-19 year olds, 61 and 64 percent, respectively. In both cases, labor force participation is higher for females than for males.

The labor force projections in the graph on the right assume current participation rates by age and sex of the projected population for 2020. As the population ages, the lower participation rates and increasing number of residents over the age of 55 becomes more significant. By 2020 there will be over 6,100 more residents than in 2000 in the labor force age population (16 years and older). However, the labor force will increase only three percent and one-fifth will be over 55 years old. An increase of just three percent in labor force from 2000 to 2020 is paltry compared with the increase of 42 percent in the last twenty year period. Elevating the LFPR of the population over 55 by five per-

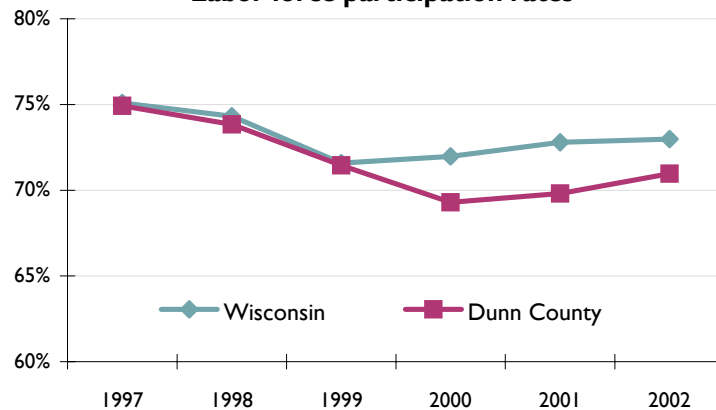
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Dunn Labor Force Participation by Age & Sex in 2000



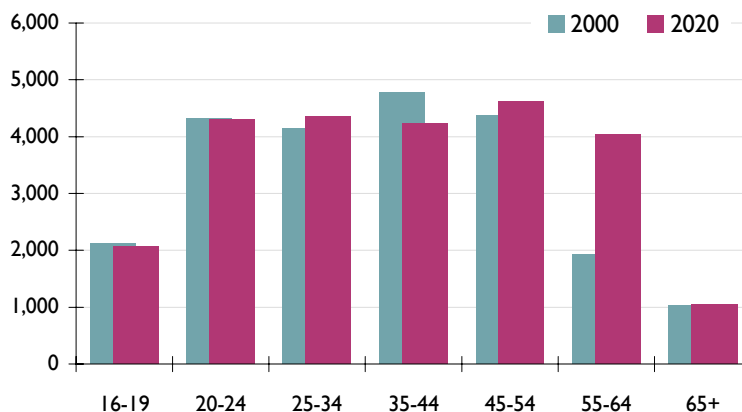
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Dunn County



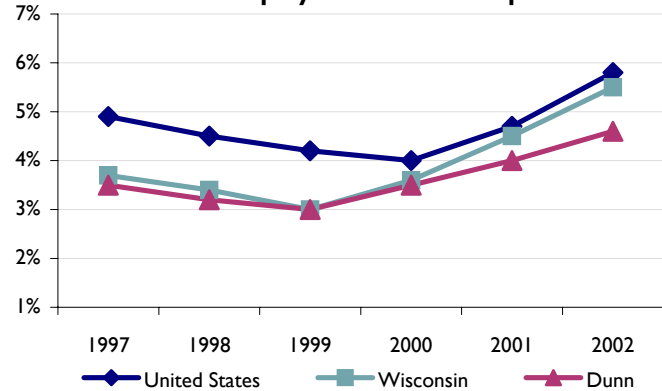
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Dunn County Workforce Profile

centage point would add only 400 participants to the labor force.

The total labor force in Dunn County has changed very little in the last several years even though new workers, and jobs, moved into the county. In 1997 the total labor force in Dunn County was 22,540 and the unemployment rate was 3.5 percent. The labor force increased to 22,593 in 2002 and the unemployment rate increased to 4.6 percent, the highest level since 1993. Many of the new jobs were added late in 2002 and had a minor impact on annual average data.

Unemployment Rate Comparison



Dunn County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	22,540	22,312	21,562	21,945	22,333	22,593
Employed	21,757	21,592	20,906	21,171	21,434	21,544
Unemployed	783	720	656	774	899	1,049
Unemployment Rate	3.5%	3.2%	3.0%	3.5%	4.0%	4.6%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Dunn County is in the west central region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turnover is high and wages are low. There are a few exceptions on the list: registered nurses and truck drivers. Both require a greater degree of education or training and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from five jobs to ten jobs increased 100 percent whereas an occupation that increases from 2,000 jobs to 2,200 jobs increased only 10 percent.

West Central Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$17.37
	Network/Computer Systems Admin	Bachelor's degree	\$15.59
	Computer Software Engrs Apps	Bachelor's degree	\$30.52
	Medical Assts	1-12 mo. on-the-job training	\$11.45
	Social/Human Service Assts	1-12 mo. on-the-job training	\$11.96
	Medical Records/Health Info Techs	Associate degree	\$11.38
	Computer/Information Systems Mgrs	Work experience & degree	\$25.56
	Hotel/Motel/Resort Desk Clerks	1-month or less training	\$8.19
	Child Care Wrkrs	1-month or less training	\$7.91
	Pharmacy Techs	1-12 mo. on-the-job training	\$9.90
Most Openings	Retail Salespersons	1-month or less training	\$9.70
	Cashiers	1-month or less training	\$7.25
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.10
	Waiters/Waitresses	1-month or less training	\$7.27
	Registered Nurses	Bachelor's degree	\$21.57
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.71
	Stock Clerks/Order Fillers	1-month or less training	\$8.84
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.03
	Bartenders	1-month or less training	\$7.98
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.11

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001

West Central WDA includes Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

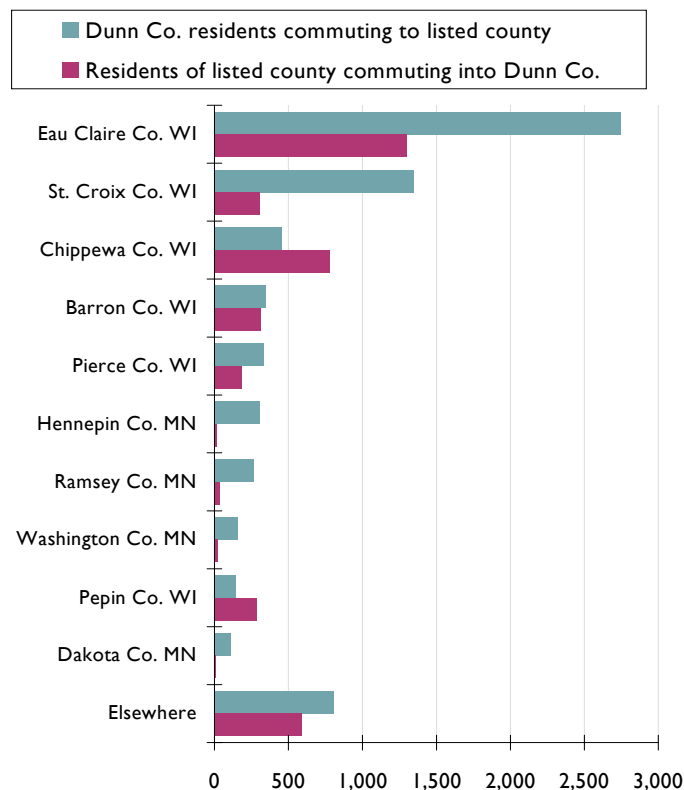
The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated data sets released by census. It is a key piece of information when profiling the workforce of a local community, especially in Dunn County where a large share of the labor force is employed outside of the county. In Wisconsin, com-

muting patterns for municipalities are also available every ten years from the census and were released in April 2003.

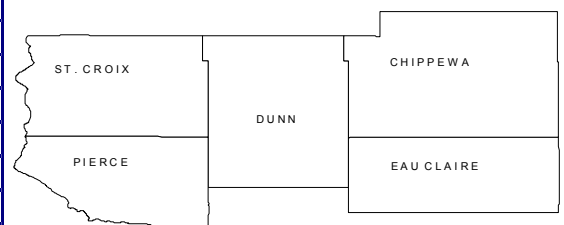
In Dunn County 7,027 residents, over one-third of the county's workforce (35%), traveled out of the county for a job. Half the workers who left the county headed for destinations in Eau Claire and St.

Croix counties and most of those workers had jobs with employers in the City of Eau Claire and the villages of Baldwin and Woodville in St. Croix County. Other neighboring counties in Wisconsin also attracted Dunn county workers, but over 1,000 residents (roughly 14 percent of the workforce) cross the river to jobs in Minnesota. Even though workers leave the county for jobs they are included in the local labor force. That is one of the primary reasons that the labor force in Dunn County is greater than the number of jobs with area employers.

Even though nearly 35 percent of the workforce leaves the county for a job, employers in Dunn County attract roughly 3,850 workers who travel from neighboring communities to work in local jobs. Most of the inbound workers travel from Eau Claire, Chippewa, Barron, and St. Croix counties. From nearly all directions the destination for two of every three inbound commuters is the City of Menomonie. The city attracts nearly 2,580 non-county workers to help local employers fill job vacancies. A popular destination for workers from Barron County is the Village of Ridgeland.



	Dunn Co. residents commuting to listed county	Residents of listed county commuting into Dunn Co.	Net gain or loss of workers
Eau Claire Co. WI	2,746	1,302	-1,444
St. Croix Co. WI	1,347	306	-1,041
Chippewa Co. WI	454	780	326
Barron Co. WI	352	312	-40
Pierce Co. WI	337	187	-150
Hennepin Co. MN	307	17	-290
Ramsey Co. MN	267	36	-231
Washington Co. MN	156	25	-131
Pepin Co. WI	144	287	143
Dakota Co. MN	111	10	-101
Elsewhere	806	588	-218



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Industry Employment -

Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Because NAICS is so different, revisions to earlier years' estimates do not appear in this publication. Estimates for 1990 to 2001 have been published for states and metropolitan areas.

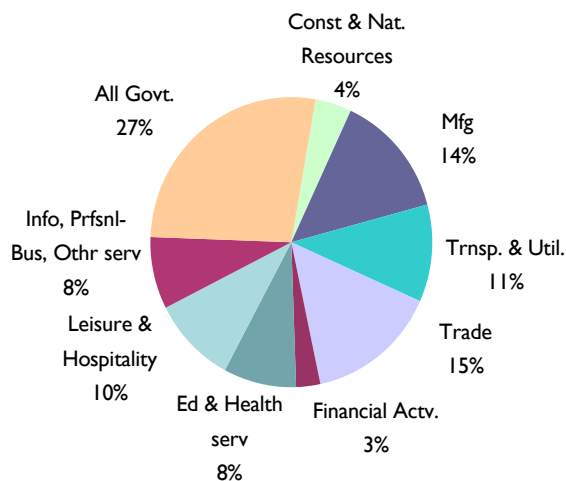
There are new industry classifications in NAICS that simply did not exist in SIC. For example, employment in the new industry sectors for leisure was previously included in retail trade (restaurants and bars) and in services (hotels and resorts); and the new information sector now includes employment previously part of manufacturing (printing and publishing) and communications.

Some of these changes are visible in the table below for 2002 (SIC distribution uses unrevised estimates). Transportation employment is grouped with warehousing and utilities, and no longer includes communication jobs. Those jobs are in the new information sector. Significant in Dunn County, with a strong and increasing presence of large distribution centers, is the reassignment of warehousing jobs to transportation. Employment in this group increased to 11 percent from 3 percent.

Wholesale and retail trade jobs declined to 15 percent of total employment in NAICS from 30 percent. There are a couple of reasons for the drop. Warehousing jobs were moved to the transportation group and jobs in restaurants, food service companies and bars were moved to leisure and hos-

(Continued on page 7)

Dunn County Industry Distribution: 2002



2002 Industry Employment in Dunn County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	657	4%	Construction & Mining	4%
Manufacturing	2,182	14%	Manufacturing	15%
Transportation, warehousing & utilities	1,682	11%	Transportation, utilities & communication	3%
Trade (wholesale & retail)	2,372	15%	Wholesale trade	4%
			Retail trade	26%
Financial activities	423	3%	Finance, insurance & real estate	3%
Information, professional & business services, other services	1,275	8%	Services & misc (incl. agr, forestry, fishing)	18%
Education and health services	1,309	8%	Government	27%
Leisure & hospitality	1,506	10%		
Government	4,279	27%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Dunn County Workforce Profile

pitality. This new sector should make it easier to monitor changes in tourist related businesses.

Another new sector for education and health services should provide more information on the rapidly expanding health industry. Here, it is grouped with private education, but most education jobs are included in the public sector.

The lists of top ten industries and employers in Dunn County uses the new system. In this list all

private and public education were grouped together making it the largest industry sector in the county. Another change with NAICS added sub-groups within health services, two of which are on the list.

Together the largest industry sectors provide over half of all the jobs in the county while the ten largest employers provide two in every five jobs. Two of those employers are in public education and another is county government.

Top 10 Industry Groups in Dunn County

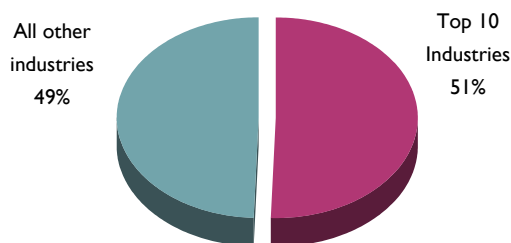
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Educational Services	9	2,297	44
Warehousing and Storage	*	*	*
Food Services and Drinking Places	68	1,134	-10
Nursing and Residential Care Facilities	15	691	-552
General Merchandise Stores	6	518	139
Food And Beverage Stores	16	469	24
Paper Manufacturing	*	*	*
Professional and Technical Services	54	386	6
Food Manufacturing	8	364	-23
Ambulatory Health Care Services	29	363	26

*data suppressed to maintain confidentiality

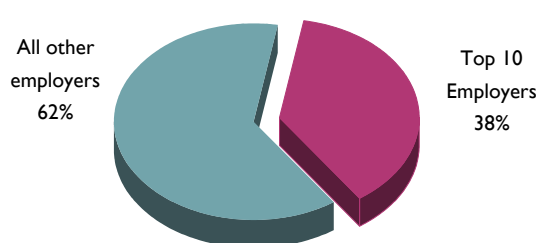
Top 10 Employers in Dunn County

Company	Product or Service	Size
Wal-Mart Associates, Inc.	Discount department stores & warehouses	1000 +
University of Wisconsin- Stout	Colleges, universities, and professional schools	1000 +
Menomonie Public School	Elementary & secondary schools	500-999
County of Dunn	Other justice, public order, and safety activities	500-999
Myrtle Werth Hospital, Inc. Mayo	General medical & surgical hospitals	250-499
Conagra Grocery Products Co.	Confectionery manufacturing from purchased chocolate	100-249
Phillips Plastics Corp.	All other plastics product manufacturing	100-249
Andersen Corp.	Wood window and door manufacturing	100-249
Cardinal Glass Industries, Inc.	Flat glass manufacturing	100-249
Red Cedar Clinic Mayo Health	Offices of physicians (except mental health specialists)	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Dunn County Workforce Profile

The bottom graph illustrates the strong presence of two sectors in Dunn County. Roughly 28 percent of all jobs in the county and 28 percent of total payroll are with employers in the trade, transportation and warehousing super-sector; and, another 28 percent of all jobs and 30 percent of payroll are with employers in education and health services. The annual average wage for workers in both sectors, however, are lower than for similar workers statewide.

The average wage for all workers in Dunn County of \$27,072 increased 2.9 percent from the 2001 average of \$26,310. Statewide the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages in the new sectors, but there are still details on part-time jobs and temporary employment missing

Average Annual Wage by Industry Division in 2002

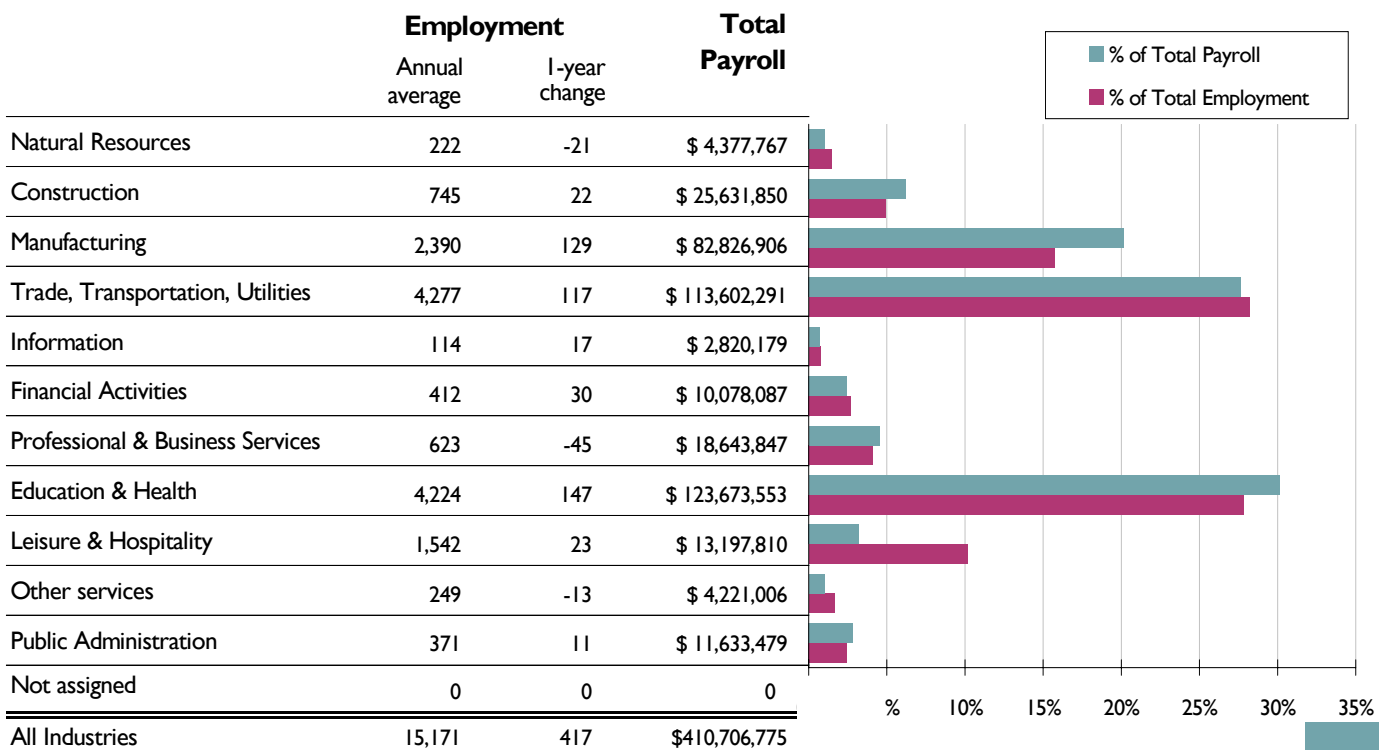
	Average Annual Wage Wisconsin	Average Annual Wage Dunn County	Percent of Wisconsin	1-year % change
All Industries	\$ 32,422	\$ 27,072	83%	2.9%
Natural resources	\$ 25,481	\$ 19,720	77%	2.6%
Construction	\$ 39,649	\$ 34,405	87%	9.8%
Manufacturing	\$ 40,584	\$ 34,656	85%	-3.8%
Trade, Transportation, Utilities	\$ 28,422	\$ 26,561	93%	6.0%
Information	\$ 38,871	\$ 24,738	64%	-8.7%
Financial activities	\$ 40,337	\$ 24,461	61%	2.9%
Professional & Business Services	\$ 36,324	\$ 29,926	82%	4.7%
Education & Health	\$ 33,768	\$ 29,279	87%	2.5%
Leisure & Hospitality	\$ 11,837	\$ 8,559	72%	4.9%
Other services	\$ 19,500	\$ 16,952	87%	-2.6%
Public Administration	\$ 33,769	\$ 31,357	93%	4.1%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

that are key components of annual average wages.

Census 2000 revealed that 28.8 percent of the workforce work part time and 27.8 percent work less than 40 weeks per year. In Wisconsin 24.1 percent work part-time and 19.5 percent work less than 40 weeks per year.

2002 Employment and Wage Distribution by Industry in Dunn County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Net earnings from jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Dunn County. Even though net earnings comprise 66.3% of total county income that is slightly less than both the state and national share of 66.7 and 67.6 percent, respectively. This is because the share of transfer payments, which include social security, is a bit higher in Dunn County.

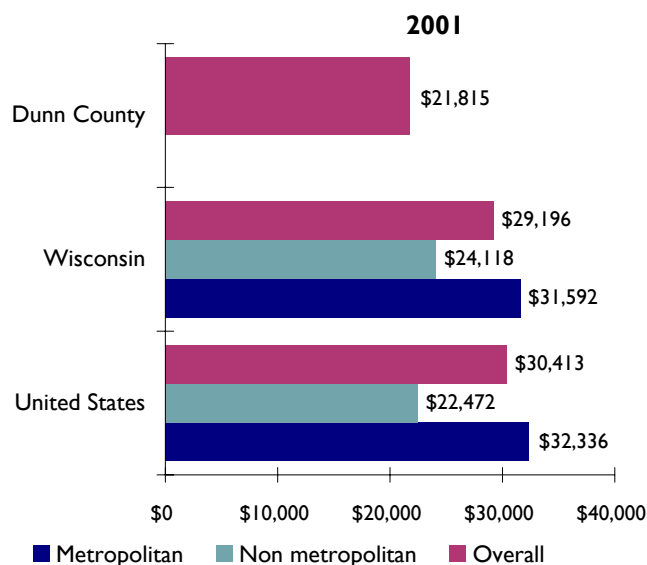
An annual average wage that is only 83 percent of the state and a slightly higher share of income from transfer

payments, contributes to a lower per capita personal income in the county. The gap closes however if you compare Dunn County only to other non-metropolitan areas in Wisconsin and the nation. Non-metropolitan wages are lower primarily because the jobs available in metro areas are in occupations that demand higher salaries and competition for workers drives up wages.

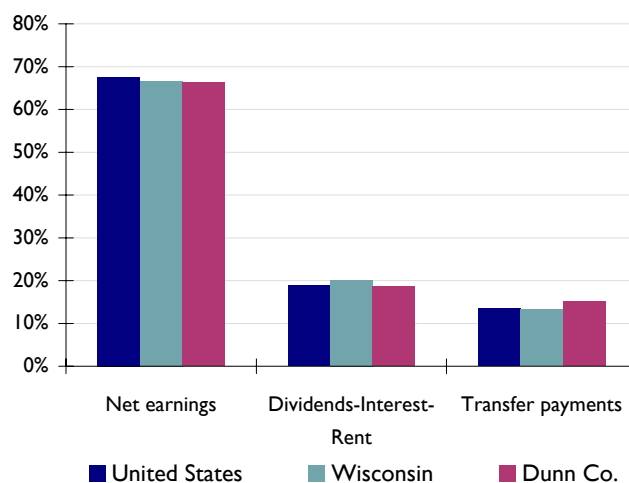
The Dunn County per capita personal income of \$21,815 in 2001 was only 72 percent of the national PCPI and 75 percent of the state. It ranked 53rd among the 72 counties in Wisconsin.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Dunn County	\$18,078	\$18,912	\$19,627	\$20,759	\$21,775	\$21,815	0.2%	20.7%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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